

Message Text

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PAGE 01 LUSAKA 01436 312016Z

11

ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 /014 W

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R 311346Z JUL 75

FM AMEMBASSY LUSAKA

TO SECSTATE WASHDC 1922

INFO AMEMBASSY MBABANE

AMEMBASSY NAIROBI

UNCLAS LUSAKA 1436

E.O. 11652: N/A

TAGS: BEXP, ZA

SUBJECT: TENTATIVE FY 1976 TRADE PROMOTION PROGRAM

REF: STATE 172052

1. OF THE PROPOSED FOUR TRADE PROMOTION EVENTS TENTATIVELY SCHEDULED FOR LUSAKA, OCTOBER FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION HAS GREATEST POTENTIAL FOR SUCCESS. WE ARE CONCERNED ABOUT POSSIBILITY THAT THIS EVENT MIGHT BE CANCELLED AND URGE STRONG EFFORT BE MADE TO OVERCOME RECRUITMENT PROBLEMS.

2. ALSO STRONGLY BELIEVE THAT SCHEDULING OF THREE EVENTS WITHIN FOUR MONTH PERIOD WOULD FORCE UNACCEPTABLE DIVERSION OF LIMITED EMBASSY RESOURCES AWAY FROM OTHER HIGH PRIORITY PROGRAMS. THE PROPOSED APRIL BUSINESS EQUIPMENT AND SYSTEMS CATALOGUE SHOW APPEARS LEAST PROMISING, BOTH BECAUSE MARKET IS SMALL AND LEADING US FIRMS ALREADY WELL ESTABLISHED IN THIS PRODUCT CATEGORY. BELIEVE TIME SPENT ON THIS EVENT WOULD BE MORE PROFITABLY UTILIZED IN PREPARATION FOR JUNE AGRICULTURAL EQUIPMENT CATALOGUE SHOW AND OTHER EMBASSY COMMERCIAL ACTIVITIES. THEREFORE RECOMMEND THAT BUSINESS EQUIPMENT CATALOGUE SHOW BE DROPPED FROM LUSAKA SCHEDULE.

3. MARCH 1976 MATERIALS HANDLING EQUIPMENT TRADE MISSION HAS GOOD POTENTIAL. CONCUR IN NDOLA STOP BUT WISH TO ALERT DEPARTMENT THAT EVEN WITH BEST PLANNING, LOGISTICS WILL

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POSE PROBLEM, ESPECIALLY IN VIEW OF VERY INADEQUATE HOTEL

FACILITIES IN COPPERBELT. MARKET RESEARCH REQUESTED STATE
A-2807 WILL BE POUCHED AUG. 5.
WILKOWSKI

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